

Destination New Year's Eve Ticket Giveaway

OFFICIAL RULES

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT WILL NOT INCREASE YOUR CHANCE OF WINNING.

1. HOW TO ENTER

- a. These rules govern the "Destination New Year's Eve Ticket Giveaway" promotion (the "Promotion") being conducted by ESPN Madison, 15 N. Pinckney St, Suite 100, Madison, WI 53703 ("GKB") beginning on Thursday, December 21, 2017 at 9:00 AM CST and ending on Friday, December 22, 2017 at 6 PM CST.
- b. To participate in the Promotion, you may enter via the following method(s):
 - Via following @WildeAndTausch on Twitter
 - Via listening to ESPN 100.5 Madison during 'On the Rocks' on Friday, December 22, 2017
 - Via listening to ESPN 540 Milwaukee and ESPN 100.5 Madison during 'Homer & Gabe' on Friday, December 22, 2017
- i. To participate in the Promotion, you may visit www.Twitter.com/WildeAndTausch ("Page"). If you do not already "Follow" the account, then you must "Follow" the account in order to access the Promotion. Look for the caption contest photo that will be posted on Thursday, December 21, 2017 between 8 AM CST and 9 AM CST and reply to the tweet with a caption for the photo. All entries must be received via Twitter by 10:50 AM CST on Thursday, December 21, 2017. You must have a valid Twitter account in order to enter and your Tweet Privacy must be set to un-protected. If you do not already have one, you can create a Twitter account at no cost by visiting <http://www.twitter.com>. Entries submitted may not be acknowledged or returned. Proof of submission of an entry shall not be deemed proof of receipt by GKB. Internet entrants are subject to all notices posted online including but not limited to GKB's Privacy Policy. Use of Twitter as a means of entry will be subject to Twitter's privacy policy and terms of service. By participating in the Promotion, entrant understands that he or she is providing his or her information to GKB and not Twitter. Further, entrant specifically agrees to release Twitter from any and all liability associated with this Promotion. The Promotion is in no way sponsored, endorsed or administered by, or associated with, Twitter.

- ii. To participate in the Promotion, you must listen to WTLX 100.5 FM ESPN Madison on Friday, December 22, 2017 between the hours of 11 AM CST and 12 PM CST for the announcement of the cue to call. Upon hearing the cue to call, the designated number caller (as announced by the on-air personality prior to the cue to call) to get through to the GKB contest line at 844-770-3776 will win two tickets to the Edgewater's Destination New Year's Eve party upon confirmation of eligibility. At the time of their call, callers will be required to provide all information requested including their full name, complete address (including zip code), day and evening phone numbers and date of birth in order to be eligible to win. In the event that the selected caller is disconnected or is found to be ineligible, the next eligible caller that successfully makes it through on the call-in line and completes their call will be a winner. There is no limit to the number of times a listener may attempt to call in to win, but a listener may be a winner only once. There will be a total of one winner selected on-air during 'On the Rocks' during the Promotion dates. GKB is not responsible for telephone service outages, delays, busy signals, equipment malfunctions or any other technological difficulties that may prevent an individual from completing his/her telephone call. Due to delays in the GKB online streaming of its broadcast signal, listeners to the online stream may not be able to participate in or may be disadvantaged in participating in on-air contests.
- iii. To participate in the Promotion, you must listen to WAUK 540 AM ESPN Milwaukee or WTLX 100.5 FM ESPN Madison on Friday, December 22, 2017 between the hours of 3 PM CST and 6 PM CST for the announcement of the cue to call. Upon hearing the cue to call, the designated number caller (as announced by the on-air personality prior to the cue to call) to get through to the GKB contest line at 800-990-3776 will win two tickets to the Edgewater's Destination New Year's Eve party upon confirmation of eligibility. At the time of their call, callers will be required to provide all information requested including their full name, complete address (including zip code), day and evening phone numbers and date of birth in order to be eligible to win. In the event that the selected caller is disconnected or is found to be ineligible, the next eligible caller that successfully makes it through on the call-in line and completes their call will be a winner. There is no limit to the number of times a listener may attempt to call in to win, but a listener may be a winner only once. There will be a total of one winner selected on-air during 'Homer & Gabe' during the Promotion dates. GKB is not responsible for telephone service outages, delays, busy signals, equipment malfunctions or any other technological difficulties that may prevent an individual from completing his/her telephone call. Due to delays in the GKB online streaming of its broadcast signal, listeners to the online stream may not be able to

participate in or may be disadvantaged in participating in on-air contests.

2. ELIGIBILITY RESTRICTIONS

- a. The Promotion is open to all persons who are 21 years of age and who reside in the state of Wisconsin. Employees of GKB, its subsidiary and affiliated entities, GKB's advertising and promotional agencies, its participating sponsors, other radio stations in the Madison and Milwaukee metropolitan area and the members of their immediate families (spouse, parents, siblings, or children) and/or households (whether related or not) are ineligible to participate or win. This Promotion is subject to all applicable federal, state and local laws and regulations and is void where prohibited.
- b. Listeners are eligible to win a prize in a Promotion conducted by GKB only once every thirty (30) days and only once every six (6) months if the prize is valued over \$600. Only one (1) winner per household is permitted in any GKB promotion.
- c. The winner must provide valid government-issued photo identification and provide his or her complete address, date of birth and phone number to claim a prize.
- d. Entrants are required to provide truthful information and GKB will reject and delete any entry that it discovers to be false or fraudulent. GKB will disqualify any entry from individuals who do not meet the eligibility requirements.

3. PRIZES

- a. Three (3) prizes will be awarded in this Promotion. Each prize consists of the following:
 - b. Two (2) vouchers (*to be exchanged for tickets the night of the event*) to the Destination New Year's Eve Party at the Edgewater on Sunday, December 31, 2017.
 - c. The Destination New Year's Eve Party will take place from 9pm-2am at The Edgewater Hotel, 1001 Wisconsin Place, Madison, WI 53703.
 - d. Complimentary beer and wine through midnight (9pm-12am), all you can eat Brazilian street food stations and midnight champagne toast.
 - e. Live music from Talk of the Town, 17-piece big band.
 - f. Access to special New Year's Eve countdown and viewing of the ball drop.

The Approximate Retail Value (“ARV”) of each ticket is \$110. The Approximate Retail Value (“ARV”) of the prize (two tickets) is \$220. The winner will be solely responsible for all taxes and all other fees and expenses not specified herein associated with the receipt and use of the Prize. GKB accepts no responsibility for repairing any real or supposed damage to any prize. The ticket vouchers will be subject to the terms and conditions as set forth by the issuer of the ticket vouchers.

- g. Prize certificates may be picked up at the Destination New Year’s Eve Party check-in table at the Edgewater Hotel, 1001 Wisconsin Place, Madison, WI 53703 on Sunday, December 31, 2017 starting at 9 PM CST. The winner will forfeit any prize or prize certificate not claimed by the start of the party on Sunday, December 31, 2017. In the event that a prize or prize certificate is mailed to the winner, it will be with the prior written consent of the winner and therefore, winner assumes the risk of its loss. GKB is not responsible for the safe arrival of a prize or prize certificate.
- b. There is no substitution, transfer or cash equivalent for prizes, except that GKB may, at its sole discretion, substitute prizes or cash of comparable value. The prizes are expressly limited to the item(s) listed above and unless otherwise expressly specified, do not include taxes, gratuities or any other expenses. Other restrictions may apply.

4. WINNER SELECTION AND NOTIFICATION

- a. Decisions of GKB management with respect to the Promotion are final.
- b. A total of three (3) winners will be selected in this Promotion:
 - One (1) winner will be selected on Thursday, December 21, 2017 from all eligible caption entries based on a vote by ESPN Wisconsin hosts on ‘Wilde & Tausch.’ Winner will be selected by 11 AM CST on Thursday, December 21, 2017.
 - One (1) on-air winner will be selected on Friday, December 22, 2017 upon hearing the cue to call during ‘On the Rocks’ from 11 AM-12 PM CST.
 - One (1) on-air winner will be selected on Friday, December 22, 2017 upon hearing the cue to call during ‘Homer & Gabe’ from 3 PM-6 PM CST.
- c. All final winners will be determined by Friday, December 22, 2017.
- d. Odds of winning a Prize on-air depends upon the number and order of calls received. Odds of winning a prize on Twitter depends upon the creativity of caption based on a vote by ESPN Wisconsin hosts.

- e. Qualifiers must listen to WAUK 540 AM ESPN Milwaukee or WTLX 100.5 FM ESPN Madison or follow @WildeAndTausch on Twitter to win.
- f. On-air winners will be contacted by ESPN Wisconsin marketing teammates via phone or email prior to the Destination New Year's Eve Party with details. Online winner from Twitter will be contacted via Direct Message or a reply from the @WildeAndTausch account on Twitter. The winner must execute and return any required affidavit of eligibility and/or liability/publicity release before attending the event on December 31, 2017 or prize will be forfeited. If a potential winner cannot be contacted, fails to sign and return the required affidavit of eligibility and/or liability/publicity release within the required time period, or if a prize or prize notification is returned as undeliverable, the potential winner forfeits the prize.

5. CONDITIONS

- a. Payments of all federal, state and local taxes are solely the responsibility of the winner. The winner will be required to complete and submit an IRS Form W-9 with the winner's full Social Security Number or the equivalent for receipt of any prize valued at \$600 or more or for any prizes awarded by GKB in a calendar year with an aggregate value of \$600 or more. Failure to submit a complete W-9 or equivalent will result in forfeiture of the prize. Such winnings of \$600 or more will be reported to the IRS.
- b. By participating in the Promotion, the winner agrees to have the winner's name, voice and likeness used in any advertising or broadcasting material relating to the Promotion without additional financial or other compensation, and, where legal, to sign a publicity release confirming such consent prior to acceptance of the prize.
- c. Prior to awarding any prize(s) or prize certificate(s), GKB, in its sole discretion, may require Promotion winner(s) (and any travel companion(s) or guest(s)) to sign a liability release, agreeing to release and hold harmless GKB, its subsidiary and affiliated entities, their respective officers, shareholders, directors, employees, agents and representatives and all of their successors and assigns from and against any and all claims or liability arising directly or indirectly from the prize and participation in the Promotion.
- d. If for any reason this Promotion cannot be executed as planned, including, but not limited to, as a result of infection by computer virus, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of GKB that corrupt or affect the security, administration, fairness, integrity or proper conduct of the Promotion, or if the Promotion is compromised or becomes technically corrupted in any way, electronically or otherwise, the Station reserves the right to cancel,

- terminate, suspend, or modify the Promotion. If the Promotion is terminated before the original end date, GKB reserves the right to select the winner(s) by random drawing from among all eligible non-suspect entries received as of the termination time/date or otherwise modify the procedure for selecting winner(s).
- e. GKB, in its sole discretion, reserves the right to disqualify any person tampering with the entry process or the operation of GKB's website. Failure to comply with the rules of the Promotion may result in a contestant's disqualification and/or forfeiture of any prize or prizes. If GKB makes a good faith determination that an entrant has cheated or committed fraudulent activity in connection with a Promotion, GKB reserves the right to disqualify that entrant from entering and/or winning future Promotions and to prosecute and seek damages to the fullest extent permitted by law.
 - f. GKB reserves the right to make changes in the rules of the Promotion, including, without limitation, the substitution of a prize of equivalent value, which will become effective upon announcement. If due to circumstances beyond the control of GKB, any competition or prize-related event or travel is delayed, rescheduled, postponed or cancelled, GKB reserves the right, but not the obligation, to cancel, terminate, suspend, or modify the Promotion and shall not be required to award a substitute prize.
 - g. GKB is not responsible for typographical or other errors in the printing, the offering or the administration of the Promotion or in the announcement of a prize.
 - h. For a copy of these Official Rules, send a self-addressed stamped envelope for receipt by Friday, December 22, 2017 to "Destination New Year's Eve Ticket Giveaway – Official Rules," Attn: Promotions, ESPN Madison, 15 N Pinckney St, Suite 100, Madison, WI 53703. For the names of the prize winners send a self-addressed stamped envelope for receipt by Tuesday, February 20, 2018 to the above address marked "Destination New Year's Eve Ticket Giveaway – Winner List." The Official Rules and the Winner List (when completed) shall also be available during regular business hours at the main offices.

6. PRIVACY

- a. By use of GKB's website or by entering the Promotion through GKB's website, you agree to the website's Terms of Use Agreement located at <http://goodkarmabrands.com/terms-of-use/> and to the use of your personal information as described in the Privacy Policy located at <http://goodkarmabrands.com/privacy-policy/>.

Administrator: GKB (ESPN Madison) 15 N. Pinckney St, Suite 100, Madison, WI 53703

Sponsor: The Edgewater, 1001 Wisconsin Place, Madison, WI 53703